|  |  |
| --- | --- |
| Grade: | Grade 8 |
| Unit: | Trade: Fair Trade, Society, and the Environment |
| Task: | Propose and come up with an awareness campaign for a business venture of your choice. Compete with your classmates to attempt to secure investment from members of the SWA community. |
| Criteria Assessed: | A, B, C, & D Support materials: Rubrics – Criteria A, B, C, & D |
| Criterion A: Specific Objective/s | * Use humanities terminology in context * Show knowledge and understanding of subject-specific content and concepts, appropriate to the age level, using descriptions, explanations and examples |
| Criterion B: Specific Objective/s | * Formulate a clear and focused research question * Formulate and follow an action plan to investigate a research question * Use methods accurately to collect and record information consistent with the research question * Effectively address the research question |
| Criterion C: Specific Objective/s | * Analyze concepts, events, issues, models, and arguments * Synthesize information in order to make valid, well-supported arguments |
| Criterion D: Specific Objective/s | * Communicate information and ideas using an appropriate style for the audience and purpose * Structure information and ideas in a way that is appropriate to the specified format |
| Description: | You are required to create a proposal and awareness campaign for a new business venture, which you will be unveiling to the public. Teachers and other members of the SWA community will be invited to “invest” in your business if they are convinced that it is worth the investment. In order to convince them, you will need to think through the economics of starting up a business in a marketplace where there are many different competitors.  Things to consider: What is your project’s impact on society, who will you hire, who will you trade with (is it fair trade or not, etc.)? What is your project’s impact on the environment? Where is your project going to happen and who are your customers? How are you going to make money? Convince your investors. |
| Requirements: | 1. All marks awarded to students are individual and based on the rubrics supplied for this assignment. 2. The business venture that you choose will need to be approved by your teacher. Each student will need to create a proposal, which we will be calling an “action pan”, for your teacher to review. 3. Each project will have a start up cost, which will be determined by your teacher upon receiving your proposal. Start up costs will vary depending on the business venture being proposed. Ambitious proposals will likely have larger start up costs. If you proceed with a business venture with a large start-up cost, you will logically need to procure more investment from the teachers and other SWA community members in order to break even or make a profit. 4. During the “venture capital week” each group member must record conversations they have with the prospective investors to be used as part of their assessment. 5. After the awareness campaign finishes, each student must write up a blog post to reflect on their learning. This blog post will be marked according to the rubrics supplied for this assignment. |